

## EXPERIENCE IN CHINA



## SELECT EXPERIENCE IN THE CHINESE MARKET


You may be thinking about doing business in China. But you don't know the language, possess a limited understanding of the culture, economy and politics, have minimal knowledge of potential competitors or partners, and have little idea whether your product or service is even wanted.

If any of these situations apply, how can you get the information you need to succeed in that market?

Secondary sources about markets and companies, or government census data are more difficult for foreigners to access in

China. And even if found, much data may not be reliable nor properly collected.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

**Market Research** | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

**Strategy Research** | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

**Data Collection** | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

**Focus Group Facilities** | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad



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## Comprehensive solutions for the Market in China

### Agriculture

- Conducted primary Interviews with key market players; grain processors, farmers, Ports & transport hubs, milling companies, distilleries in China.
- Conducted primary interviews in China's Equipment market in Protein and Grain project.
- Conducted market research on China grain equipment market by in-depth interviews with customers and competitors.

### Aerospace and Defense Industries

- Multi-Client profile study of China's 27 commercial airlines companies
- 1988-1991 Hong Kong affiliate published monthly newsletter entitled China Transport Aviation News
- Analysis of Aerospace industry in China

### Chemical and Energy Industries

- Market study of flame retarding ETP in China.
- Study, which surveyed the market feasibility for enzymes in the textile industry in China. This study surveyed over 100 plants, dye houses, and distributors throughout China.
- Market study of flame retarding ETP in China.

### Confectionery Industry

- Conducted a market feasibility study for entry into mainland China for confectionery products

### Cosmetics Industry

- Conducted market entry studies for China; feasibility studies for multi-level marketing
- Conducted several fieldwork based B2B and consumer studies regarding cosmetic and healthcare product offerings in the Hong Kong market.

### Diagnostic Imaging and Diagnostic Equipment Industry

- Conducted a scale and balance study for the market for these products in China

### Drug Store Industry

- Conducted focus groups on Hong Kong to address the needs of Chinese consumers regarding drug stores
- Conducted focus groups in Beijing, Shanghai and Guangzhou to determine the feasibility of market entry of a US drug store retainer in mainland China

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### **Electrical and Utility Industries**

- Qualitative research study with in-depth interviews with manufacturing/distributors of appliances/lighting/electrical components. Director/Officers in charge of procurement/supply chain. In Argentina, Brazil, China, Germany, Italy, Japan, Mexico, Taiwan.

### **Finance**

- Conducted a study among wealthy banking clients in China

### **Food Industry**

- In-depth market assessment of the market size, segmentation, channels of distribution, pricing, and competitive framework for five snack products in China.
- Conducted Focus Groups and in home interviews in China to explore Eastern cuisines, tastes, food habits and eating rituals

### **Fragrance Industry**

- Conducted focus groups in China for women's fragrance products

### **Healthcare**

- Conducted a study to understand and derive key insights from prospective patients populations in China

### **Appliances, Lighting and Electrical Products**

- Qualitative research study with in-depth interviews with manufacturing/distributors of appliances/lighting/electrical components. Director/Officers in charge of procurement/supply chain. Study conducted in Argentina, Brazil, China, Germany, Italy, Japan, Mexico and Taiwan.

### **Scales and Balances**

- In-depth study of the market for scales and balances in China.

### **Security Fire Alarms**

- Conducted an in-depth study of the competitive market environment for building security fire alarms in China.

### **Shipping**

- Competitor profile of a container line, Beijing, China.
- Conducted focus groups in Hong Kong among high level Air Cargo and logistics professionals.
- Conducted interviews with managers of shipping companies which are involved in heavy project and bulk shipping in Asia to get a better insight in the trends in the heavy shipping industry



## Youth

- Sponsorship and published one of the first books on China's Generation Y, augmenting the research with focus groups, IDIs, ethnography, secondary research and other research

## Wireless & IT

- Quantitative survey of B2B wireless users in China, market assessment, potential and future of the market
- Completed a study for a US manufacturer and distributor of wireless communication products, with plans to enter the China market with a broad range of wireless products and services. More information on the current market as well as on the development and growth of the market was needed as a basis of future decision-making.
- Cellular systems management study conducted in 7 countries in Asia Pac [China, Thailand, Australia, UK, USA Mexico, Brazil, Europe, USA and Latin America
- Market potential for open-systems in China, Singapore, and Hong Kong.
- Secondary research on Chinese-language market for instant messaging.

## Retail

- Conducted research study regarding the apparel market in China
- Produced a report on the Chinese marble market